



MAYOR JERRY SANDERS PRESS RELEASE

FOR IMMEDIATE RELEASE

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SANDERS MAKES 2 APPOINTMENTS AND 5 REAPPOINTMENTS TO THE COMMISSION ON GANG PREVENTION AND INTERVENTION

San Diego- Mayor Jerry Sanders has appointed Fred Sotelo and Victor Torres and reappointed Reverend Harry Cooper, Alicia DeLeon Torres, Eugene Johnson, Scott Silverman, and Christopher Yanov to the Commission on Gang Prevention and Intervention, subject to City Council confirmation.

Fred Sotelo is President and CEO of Toltec Media, a strategic marketing and promotions firm that focuses on ethnic-urban populations and cause-related marketing partnerships. With over 20 years experience, Mr. Sotelo has made a significant impact with his creative approach to market penetration utilizing relationship marketing and signature events. Due to Mr. Sotelo's success with his enterprise, he has emerged as one of the most sought-after practitioners for grassroots marketing and has effectively yielded tremendous results for public and private sector clients. With his unique expertise and insight into the Urban/Latino community, Mr. Sotelo has become a very popular national speaker on Hispanic marketing trends, entrepreneurship, and leadership.

In addition to effectively operating Toltec Media and providing various speaking engagements, Mr. Sotelo is passionately involved in civic engagement and still makes time to give back to the community. He served on the City of San Diego's Citizens' Review Board on Police Practices from 2002-2004 and currently serves as Chairman of the Board of Casa Familiar. In 1991, Mr. Sotelo co-founded TRIBE (Training Right in Business and Education), a mentoring program for at-risk middle and high school students in the San Diego Unified School District. He also co-founded Explora El Voto, a non-profit nonpartisan voter outreach effort that inspires youth in disadvantaged

communities of color to become involved in civic activities. Mr. Sotelo was nominated by Councilmember Faulconer and resides in Golden Hill. Mr. Sotelo is replacing Michael Sise, who has resigned, for a term ending July 1, 2009.

Victor Torres is an Attorney and Solo Practitioner for the Law Office of Victor M. Torres specializing in state and federal criminal defense at trial and appellate levels, conservatorship and guardianship. Mr. Torres established his law office in 1991 and was admitted to practice law for the Supreme Court of the United States, United States Court of Appeals for the Fifth and Ninth Circuits, United States District Court for the Southern District of California and the Supreme Court of California. Mr. Torres received his law degree from the University of San Diego, School of Law in 1988 and has extensive legal training and experience. From 1988-1991, Mr. Torres was a Trial Attorney for the Federal Defenders of San Diego, Inc. He has also been a featured lecturer in Criminal Law for the Hispanic National Bar Association, a Business Law Adjunct Professor at Southwestern College and a moot court and mock trial judge for the University of San Diego and California Western School of Law.

Mr. Torres is also involved with various professional associations including the Hispanic National Bar Association (Founder's Circle Member), California State Bar Ethnic Minority Relations Committee, and San Diego County Bar Association. He also serves on the Board of Directors of the La Raza Lawyers Association of San Diego. Mr. Torres was nominated by Council President Scott Peters and resides in Rancho Penasquitos. Mr. Torres is replacing Marilyn Stewart, who has resigned, for a term ending July 1, 2009.

Further, in July of this year, the Mayor designated and reappointed Reverend Harry Cooper as the Chair of the Commission on Gang Prevention and Intervention.

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